

KC BizCare – Business Customer Service Center

DATE: March 16, 2012

TO: Richard Usher, Assistant to the City Manager

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – February 2012

The City Council's Small Business Committee asked the Business Customer Service Center to work collaboratively with area resource partners to expand resources for small businesses. In February our office welcomed Jason Hoffmann, a senior at Rockhurst University, as an intern.

Jason will graduate in May of 2012 with a double major in Business and Psychology. To date Jason has created a new facebook page for KC BizCare and has been helping us disseminate information via Twitter

February was a very active month in terms of resource partner interactions. Among the highlights for February were:

- Participation in one of The Greater Kansas City Chamber's Big 5 discussions to make Kansas City the most entrepreneurial city
- A presentation by staff to the South Kansas City Chamber of Commerce's Leadership South Kansas City group
- Attendance at a presentation by the Mayor's Bi-State Innovation Team about the Google Fiber Project
- Referral of 17 customers to the Justine Petersen micro-lending event on February 22 and 23

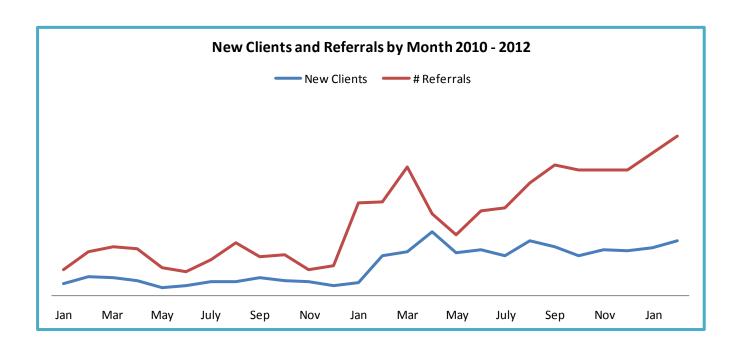
We are working to process and present data from the clients that we served over the past two years. This month we include a graph showing a breakdown by industry type of our customers from 2011. In August of 2011, we started asking people to report if they operate from home versus a commercial space and if they were first-time business owners. Of the 1,240 people who reported, 32% said they were home based while 28% said it was their first time in business. We will continue to refine the information we collect so we can provide targeted resources for customers.

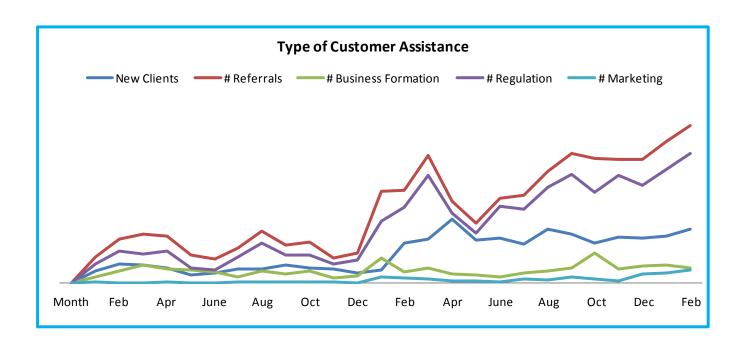
Referrals to City, State, Federal Departments & Resource	Partners - February 2012	# of
Entity	Type of Referral	Referrals
City Departments		
City Clerk's Office	Regulatory	1
Finance - Accounts Division	Regulatory	1
Finance - Business Licensing	Regulatory	143
Finance - Earnings Tax	Regulatory	1
Fire Marshall	Regulatory	2
General Services - Procurement	Business Formation	1
Health - Air Quality Control	Regulatory	1
Health - Food Protection	Regulatory	10
Human Relations - M/WBE Program	Business Formation	3
Human Relations - Small Business Division	Business Formation	1
KC BizCare	Business Formation	3
Neighborhood & Community Services - Regulated Industries	Regulatory	3
Planning & Development - Building Codes	Regulatory	3
Planning & Development - Codes, Contractor Licensing	Regulatory	3
Planning & Development - Development Management	Regulatory	4
Planning & Development - Home-based Business, IB # 117	Regulatory	72
Planning & Development - Permits Division	Regulatory	27
Planning & Development - Zoning Clearance	Regulatory	154
Public Works - Streets & Traffic	Regulatory	1
State Departments		
Missouri Dept of Revenue	Regulatory	15
Missouri Division of Mental Health	Regulatory	1
Missouri Secretary of State	Regulatory	22
Federal Departments & Agencies		
U.S. Department of Alcohol Tobacco & Firearms	Regulatory	2
IRS Small Business & Taxpayer Information	Regulatory	14
Small Business Administration	Business Formation	2
Resource Partners		
Asian-American Chamber of Commerce of Kansas City	Business Form/Marketing	1
City of Gladstone - City Hall	Regulatory	1
City of Independence - Business Licensing Office	Regulatory	1
Clay County Economic Development Council	Business Formation	2
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	20
Gladstone Area Chamber of Commerce	Business Form/Marketing	1
Google - Get Your Business Online	Business Form/Marketing	5
H & R Block Business and Career Center	Business Formation	6
Hispanic Chamber of Commerce of Kansas City	Business Form/Marketing	1
Hispanic Economic Development Corporation	Business Form/Marketing	3
Internet Webpage Information	Business Form/Marketing	13
Jackson County Purchasing	Business Formation	1
Justine Petersen Micro-lending Program	Business Formation	11
Kansas City Downtown Council	Business Form/Marketing	3
Kansas City Volunteer Lawyers and Accountants for the Arts	Business Formation	1

Continued, Referrals to City, State, Federal Departments & Resource Partners # of					
Entity	Type of Referral	Referrals			
KC ArtistLink	Business Formation	1			
KCSourceLink	Business Form/Marketing	7			
Midwest Center for Nonprofit Leadership	Business Formation	2			
Northeast Kansas City Chamber of Commerce	Business Form/Marketing	3			
Northland Neighborhoods Inc.	Business Form/Marketing	2			
Northland Regional Chamber of Commerce	Business Form/Marketing	3			
SCORE of Kansas City	Business Formation	3			
Southtown Brookside Waldo Council	Business Form/Marketing	5			
Total Referrals:		586			

Networking Contacts F	ebruary 2012
Entity	Date
City Planning - Urban Redevelopment	2/2/2012
H & R Block Business and Career Center	2/3/2012
Entrepreneurial Legal Services Clinic - UMKC	2/7/2012
City Plan Commission	2/7/2012
Kansas City Downtown Council	2/7/2012
KCSourceLink	2/8/2012
Neighborhood & Healthy Communities	2/8/2012
Mid-America Regional Council	2/9/2012
Information Technology Department	2/10/2012
Kansas City Downtown Council	2/10/2012
Kauffman Foundation	2/14/2012
Kansas City Downtown Council	2/15/2012
Southtown Brookside Waldo Council	2/15/2012
City Planning - Urban Redevelopment	2/16/2012
Mayor Sly James	2/17/2012
South Kansas City Chamber of Commerce	2/22/2012
Small Business Monthly Magazine	2/24/2012
Farm to Table Kitchen - River Market	2/28/2012
Greater Kansas City Chamber of Commerce	2/28/2012
City Planning - Citywide Planning	2/29/2012

Month	First Time in Business	Home-based Business
August	22	77
September	56	56
October	40	47
November	45	45
December	48	41
January	59	55
February	86	72





Active Clients June 2009 - Nov 2011	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow-up within 3 weeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	3156	3357
Month of 2012	Jan	Feb
Number of referrals	524	586
Number assisted with business formation	66	57
Number assisted with regulatory/licensing	421	483
Number assisted with marketing	37	47
% of walk-ins assisted within 10 minutes	100%	100%
% of emails/voicemails within 4 hours	100%	100%
% of clients follow-up within 3 weeks	N/A	N/A
Number of networking events	4	20
Average satisfaction rate YTD	10	10

This is how the data breaks out by industry/business acti	vitv:		
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2011 Business Customers by NAICS Code			
Primary business activity:	#	%	
Agriculture, forestry, fishing	3	0.1%	
Mining	2	0.1%	
Utilities	2	0.1%	
Construction and trades	241	12.0%	
Manufacturing	78	3.9%	
Wholesale trade	60	3.0%	
Motor vehicle parts & dealers	121	6.0%	
Retail trade/including electronic shopping	330	16.5%	
Transportation/warehousing	56	2.8%	
Information/communication	27	1.3%	
Finance/insurance	38	1.9%	
Real estate/ rental leasing	54	2.7%	
Professional/scientific/technical services	169	8.4%	
Administrative support / waste management services	210	10.5%	
Educational services	20	1.0%	
Healthcare and social assistance	70	3.5%	
Arts, entertainment, or recreation	79	3.9%	
Accomodations or food service	167	8.3%	
Other services, including repair and personal services	254	12.7%	
Religious, grant making, civic organizations	20	1.0%	
Total:	2001	100.0%	

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

